

## INVOICE



**WDIV**  
**550 W. Lafayette Blvd.**  
**Detroit, MI 48226**  
**52-0854807 FEIN**  
**Main: (313)222-0444**  
**Billing: (313)222-0459**

<http://www.clickondetroit.com/index>

Billing Address:

**Media Strategies & Research**  
**Attention: Accounts Payable**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

Send Payment To:

**WDIV**  
**75 Remittance Drive Ste 3110**  
**Chicago, IL 60675-3110**

Invoice #	Invoice Date	Invoice Month	Invoice Period
259066-1	09/30/12	September 2012	08/27/12 - 09/23/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Nick Welte	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/Stabenow/Senate/D/MI	STABENOW FOR SENATE	

Flight Dates	Order #	Alt Order #
09/17/12 - 09/23/12	259066	06315956

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/18/12	09/20/12	Local 4 News Today 5-6A	530-6a	- 1 - 1 - -	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - 1 - 1 - - 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 09/18/12 5:53 AM Local 4 News Today 5-6A 530-6a :30 DST1201H \$300.00 NM 2 WDIV Th 09/20/12 5:53 AM Local 4 News Today 5-6A 530-6a :30 DST1201H \$300.00 NM									
2	09/19/12	09/21/12	Local 4 News Today @ 6A	6A-630A	- - 1 - 1 - -	:30	2	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - - 1 - 1 - - 2 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 09/19/12 6:10 AM Local 4 News Today @ 6A 6A-630A :30 DST1201H \$700.00 NM 2 WDIV F 09/21/12 6:09 AM Local 4 News Today @ 6A 6A-630A :30 DST1201H \$700.00 NM									
3	09/18/12	09/20/12	Local 4 News Today @ 6A	630A-7A	- 1 1 - - -	:30	3	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - 1 1 - - - 3 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 09/18/12 6:44 AM Local 4 News Today @ 6A 630A-7A :30 DST1201H \$750.00 NM 3 WDIV W 09/19/12 6:58 AM Local 4 News Today @ 6A 630A-7A :30 DST1201H \$750.00 NM 2 WDIV Th 09/20/12 6:38 AM Local 4 News Today @ 6A 630A-7A :30 DST1201H \$750.00 NM									

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**Chicago, IL 60675-3110**

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Advertiser		Product	Estimate Number
POL/Stabenow/Senate/D/M		STABENOW FOR SENATE	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	09/18/12	09/21/12	Today Show	7-8a	- 1111--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - 1111-- 4 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	Tu	09/18/12	7:29 AM	Today Show	7-8a	:30	DST1201H	\$800.00 NM
2	WDIV	W	09/19/12	7:23 AM	Today Show	7-8a	:30	DST1201H	\$800.00 NM
3	WDIV	Th	09/20/12	7:58 AM	Today Show	7-8a	:30	DST1201H	\$800.00 NM
4	WDIV	F	09/21/12	7:23 AM	Today Show	7-8a	:30	DST1201H	\$800.00 NM
5	09/18/12	09/21/12	Today Show	8-9a	- 1111--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - 1111-- 4 \$800.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	Tu	09/18/12	8:49 AM	Today Show	8-9a	:30	DST1201H	\$800.00 NM
3	WDIV	W	09/19/12	8:37 AM	Today Show	8-9a	:30	DST1201H	\$800.00 NM
4	WDIV	Th	09/20/12	8:34 AM	Today Show	8-9a	:30	DST1201H	\$800.00 NM
2	WDIV	F	09/21/12	8:44 AM	Today Show	8-9a	:30	DST1201H	\$800.00 NM
6	09/23/12	09/23/12	Sun Local News 8-9am	Sun 8-830am	----- 1	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ----- 1 1 \$300.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	Su	09/23/12	8:08 AM	Sun Local News 8-9am	Sun 8-830am	:30	DST1201H	\$300.00 NM
7	09/18/12	09/18/12	Today Show 9-10A	9A-10A	- 1-----	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - 1----- 1 \$375.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	Tu	09/18/12	9:56 AM	Today Show 9-10A	9A-10A	:30	DST1201H	\$375.00 NM
8	09/21/12	09/21/12	10-11AM Ellen	10-11A Ellen	---- F--	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---- F-- 1 \$350.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	F	09/21/12	10:55 AM	10-11AM Ellen	10-11A Ellen	:30	DST1201H	\$350.00 NM
9	09/23/12	09/23/12	Sun Today Show 9-10A	9A-10A	----- 1	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ----- 1 1 \$450.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WDIV	Su	09/23/12	9:47 AM	Sun Today Show 9-10A	9A-10A	:30	DST1201H	\$450.00 NM

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Invoice #	Invoice Date	Invoice Month	Invoice Period
259066-1	09/30/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	09/18/12	09/20/12	Ricki Lake	3-4p	- 1- 1- - -	:30	2	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - 1- 1- - - 2 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 09/18/12 3:55 PM Ricki Lake 3-4p :30 DST1201H \$275.00 NM 2 WDIV Th 09/20/12 3:53 PM Ricki Lake 3-4p :30 DST1201H \$275.00 NM									
11	09/17/12	09/21/12	Inside Edition M-F 430-5p	430p-5p	1- 1- 1- - -	:30	3	\$525.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1- 1- 1- - - 3 \$525.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 09/17/12 4:43 PM Inside Edition M-F 430-5p 430p-5p :30 DST1201H \$525.00 NM 2 WDIV W 09/19/12 4:58 PM Inside Edition M-F 430-5p 430p-5p :30 DST1201H \$525.00 NM 3 WDIV F 09/21/12 4:43 PM Inside Edition M-F 430-5p 430p-5p :30 DST1201H \$525.00 NM									
12	09/20/12	09/20/12	M-F Local News @ 4pm	4p-430pm	- - - 1- - -	:30	1	\$575.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - - - 1- - - 1 \$575.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 09/20/12 4:28 PM M-F Local News @ 4pm 4p-430pm :30 DST1201H \$575.00 NM									
13	09/19/12	09/19/12	M-F Local 4 News 5-6pm	5P-530P	- - 1- - - -	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - - 1- - - - 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 09/19/12 5:28 PM M-F Local 4 News 5-6pm 5P-530P :30 DST1201H \$1,300.00 NM									
14	09/18/12	09/21/12	M-F Local 4 News 5-6pm	530P-6P	- 1- - 1- -	:30	2	\$1,350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 - 1- - 1- - 2 \$1,350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 09/18/12 5:50 PM M-F Local 4 News 5-6pm 530P-6P :30 DST1201H \$1,350.00 NM 2 WDIV F 09/21/12 5:56 PM M-F Local 4 News 5-6pm 530P-6P :30 DST1201H \$1,350.00 NM									
15	09/17/12	09/21/12	M-F Local 4 News 6-630p	6P-630P	1- 111- -	:30	4	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1- 111- - 4 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 09/17/12 6:13 PM M-F Local 4 News 6-630pm 6P-630P :30 DST1201H \$1,600.00 NM 3 WDIV W 09/19/12 6:11 PM M-F Local 4 News 6-630pm 6P-630P :30 DST1201H \$1,600.00 NM 2 WDIV Th 09/20/12 5:59 PM M-F Local 4 News 6-630pm 6P-630P :30 DST1201H \$1,600.00 NM 4 WDIV F 09/21/12 6:21 PM M-F Local 4 News 6-630pm 6P-630P :30 DST1201H \$1,600.00 NM									

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**Chicago, IL 60675-3110**

Invoice #	Invoice Date	Invoice Month	Invoice Period
259066-1	09/30/12	September 2012	08/27/12 - 09/23/12
Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	09/22/12	09/22/12	Sat 6-630pm Loc News	6P-630P	-----1-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -----1- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Sa 09/22/12 6:09 PM Sat 6-630pm Loc News 6P-630P :30 DST1201H \$600.00 NM									
17	09/17/12	09/21/12	M-F Wheel of Fortune	7P-730P	11111--	:30	5	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 09/17/12 7:28 PM M-F Wheel of Fortune 7P-730P :30 DST1201H \$1,800.00 NM 3 WDIV Tu 09/18/12 7:00 PM M-F Wheel of Fortune 7P-730P :30 DST1201H \$1,800.00 NM 2 WDIV W 09/19/12 6:59 PM M-F Wheel of Fortune 7P-730P :30 DST1201H \$1,800.00 NM 5 WDIV Th 09/20/12 6:59 PM M-F Wheel of Fortune 7P-730P :30 DST1201H \$1,800.00 NM 4 WDIV F 09/21/12 7:17 PM M-F Wheel of Fortune 7P-730P :30 DST1201H \$1,800.00 NM									
18	09/17/12	09/21/12	M-F Jeopardy	730P-8P	1-111--	:30	4	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1-111-- 4 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WDIV M 09/17/12 7:53 PM M-F Jeopardy 730P-8P :30 DST1201H \$1,500.00 NM 1 WDIV W 09/19/12 7:44 PM M-F Jeopardy 730P-8P :30 DST1201H \$1,500.00 NM 3 WDIV Th 09/20/12 7:53 PM M-F Jeopardy 730P-8P :30 DST1201H \$1,500.00 NM 4 WDIV F 09/21/12 7:54 PM M-F Jeopardy 730P-8P :30 DST1201H \$1,500.00 NM									
19	09/17/12	09/17/12	The Voice	8-10PM	1-----	:30	1	\$7,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1----- 1 \$7,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 09/17/12 9:21 PM The Voice 8-10PM :30 DST1201H \$7,000.00 NM									
20	09/18/12	09/18/12	The Voice	8-9PM	-1-----	:30	1	\$7,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$7,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 09/18/12 8:42 PM The Voice 8-9PM :30 DST1201H \$7,000.00 NM									
21	09/18/12	09/18/12	The New Normal	9-10p	-1-----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -1----- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Tu 09/18/12 9:48 PM The New Normal 9-10p :30 DST1201H \$2,500.00 NM									

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Advertiser	Product	Estimate Number	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	09/19/12	09/19/12	Revolution	10-11PM	-- 1----	:30	1	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 -- 1---- 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV W 09/19/12 10:00 PM Revolution 10-11PM :00 <del>\$2,500.00</del> NM See MG 22.2									
2 WDIV W 09/19/12 9:47 PM Law & Order: Special Victims Uni 9-10PM :30 DST1201H \$2,500.00 NM MG for 22.1 09/19									
23	09/20/12	09/20/12	Parks & Recreation	9-10p	--- 1---	:30	1	\$4,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 --- 1--- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV Th 09/20/12 9:52 PM Parks & Recreation 9-10p :30 DST1201H \$4,500.00 NM									
24	09/21/12	09/21/12	Dateline NBC	10-11PM	---- 1--	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---- 1-- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV F 09/21/12 11:00 PM Dateline NBC 10-11PM :30 DST1201H \$1,800.00 NM									
25	09/17/12	09/21/12	11-1135P Late News	11P-1135P	11111--	:30	5	\$2,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 11111-- 5 \$2,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WDIV M 09/17/12 11:28 PM 11-1135P Late News 11P-1135P :30 DST1201H \$2,100.00 NM 1 WDIV Tu 09/18/12 11:34 PM 11-1135P Late News 11P-1135P :30 DST1201H \$2,100.00 NM 3 WDIV W 09/19/12 11:34 PM 11-1135P Late News 11P-1135P :30 DST1201H \$2,100.00 NM 5 WDIV Th 09/20/12 11:34 PM 11-1135P Late News 11P-1135P :30 DST1201H \$2,100.00 NM 2 WDIV F 09/21/12 11:27 PM 11-1135P Late News 11P-1135P :30 DST1201H \$2,100.00 NM									
26	09/21/12	09/21/12	Late Night 1237-137A	1237A-137A	---- 1--	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 ---- 1-- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV F 09/21/12 1:29 AM Late Night 1237-137A 1237A-137A :30 DST1201H \$125.00 NM									
27	09/17/12	09/20/12	Tonight Show 1135P-1237A	1135P-1237A	1-- 1---	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/17/12 09/23/12 1-- 1--- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WDIV M 09/17/12 12:31 AM Tonight Show 1135P-1237A 1135P-1237A :30 DST1201H \$800.00 NM 2 WDIV Th 09/20/12 12:10 AM Tonight Show 1135P-1237A 1135P-1237A :30 DST1201H \$800.00 NM									

Total Spots                      **56**                      Gross Total                      **\$78,350.00**

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

# INVOICE



Send Payment To:

**WDIV**  
**75 Remittance Drive Ste 3110**  
**Chicago, IL 60675-3110**

**Payment Terms 30 Days**

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
259066-1	09/30/12	September 2012	08/27/12 - 09/23/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
POL/Stabenow/Senate/D/M	STABENOW FOR SENATE		

<u>Agency Commission</u>	<b>\$11,752.50</b>
<u>Net Amount Due</u>	<b>\$66,597.50</b>

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